

Build Online and Offline Social Governance Systems to Help Improve the Quality and Efficiency of Social Governance

Sima Ming

School of Marxism, Luoyang Normal University, Luoyang 471934, China

ABSTRACT

In the journey of the new era, strengthening and innovating social governance is a complex systematic project. The Chinese government proposes the strategic deployment of improving the social governance system from the aspects of innovation of institutions, systems and mechanisms of grassroots social governance, which provides theoretical guidance for the construction of a multi-level, all-round and three-dimensional social governance system. In the context of the continuous progress of science and technology and the empowerment of Internet information technology for various fields, the construction of a social governance system with online and offline collaboration has become an important path to promote the quality and efficiency of social governance. The article emphasizes that in the practice of social governance, it is necessary to always adhere to the people-centered development thought, and the major principle of strengthening and innovating grassroots social governance, as well as improve the efficiency of social governance and enhance the modernization level of national governance capacity through online and offline integration, so as to promote the progress of civilization of the society.

KEYWORDS

social governance; online and offline; improve quality and efficiency

With the wide application of Internet information technology, the social structure and the people's demand have become increasingly complex and diverse, and the traditional social governance model has been unable to meet the needs of modern society. It is urgent to break through the limitations of the traditional model and move towards a new stage of online and offline integration. This paper will discuss how to build a social governance system with online and offline collaboration, as well as improve the quality and efficiency of social governance through innovating governance models, and provide strong support for social civilization and progress.

1 The Practical Significance of Improving the Quality and Efficiency of Social Governance

The construction of online and offline social governance systems is of great significance for improving the efficiency of social governance. Online platforms can break through the limitations of time and space, quickly collect people's demand through online platforms and social groups, break down barriers among departments, and achieve the efficient information transmission and resource integration. The offline network can accurately connect with the people's demand through field visits and face-to-face services, and ensure the quick resolution of problems, which makes up for the shortcomings of online handling of specific affairs. This integration model not only improves the accuracy of governance, but also improves the satisfaction of people.

1.1 Help Maintain Social Security and Stability and Strengthen the Level of Modern Governance of the Country

Improving the quality and efficiency of social governance will help to further optimize the allocation of resources, accurately resolve social conflicts, and enhance social cohesion. Therefore, to improve the social governance system, it is necessary to attach great importance to grassroots social problems, improve the system and mechanism of grassroots governance, solve problems in a timely manner, and avoid escalating contradictions^[1]. For example, through the construction of online intelligent governance and risk warning mechanisms, public security incidents can be effectively prevented and the safety of people's lives and property can be effectively guaranteed. Therefore, improving the efficiency of social governance is conducive to maintaining social security and stability, and further strengthening the level of modern governance of the country.

1.2 Help Promote Social Equity and Justice and Enhance People's Happiness and Satisfaction

The construction of online and offline social governance systems, through efficient information transmission and resource integration, can ensure the timely response of relevant departments to people's demand, enhance the transparency and fairness of social governance, and improve the quality of public services. It not only optimizes the

governance process and improves the efficiency of governance, but also protects the legitimate rights and interests of citizens and promotes the realization of social fairness and justice, thus enabling the people to truly feel the results of governance and enhancing their trust and support for the government.

1.3 Help Improve the Level of Public Services and Build a Social Governance Pattern of Co-Governance and Sharing

Improving the quality and efficiency of social governance can optimize the supply mode of public services. On the one hand, by introducing market mechanisms and social forces, the government can transfer some public service functions to social organizations and enterprises, such as community elderly care, medical and health care, culture and education. For example, many places introduce professional social organizations to provide community elderly care services through the way of government's purchase of services, which not only improves the professionalism of services, but also reduces government costs and improves service efficiency. On the other hand, improving the quality and efficiency of social governance can strengthen the collaborative governance of multiple subjects. Through improving the autonomous mechanism at the grassroots level, residents are encouraged to actively participate in community affairs. For example, some communities allow residents to directly participate in community decision-making and management through forms such as "resident councils" and "community co-governance committees", which effectively solves problems such as community environmental remediation and renovation of old residential areas, and enhances residents' sense of belonging and responsibility. In short, by improving the system and mechanism, clarifying the responsibilities of all parties, it can realize the resource integration and collaborative governance, further improve the overall efficiency of social governance, and provide a solid guarantee for the harmonious, stable and sustainable development of society.

2 Specific Strategies for Building Online and Offline Social Governance Systems

Improving the system and optimizing the process can ensure the rational distribution of public resources and the effective use of social resources, narrow the gap between rich and the poor, reduce social injustice, and thus enhance the people's sense of gain and happiness.

2.1 Strengthen the Digital Transformation of Social Governance to Help Build Online and Offline Social Governance Systems

With the popularization of digital technology and the deepening of information technology empowerment, online platforms have become a key force to promote the digital transformation of social governance^[2]. Massive decentralized and personalized resources have realized network gathering through the mobile network sharing economy model. Online platforms connect many people through social relationships, and form a new form of "big platform, and small society"^[3]. This form not only affects the public affairs management of government, social information dissemination and people's daily life, but also greatly enhances the social influence of the platform.

In order to help improve the quality and efficiency of social governance, online platforms need to further optimize governance functions and realize the precision, intelligence and coordination of public services through digital means. On the one hand, big data and artificial intelligence technology can be used to promote a high degree of matching between the supply of public services and the needs of people, so as to improve the allocation efficiency of online resources. On the other hand, it can promote cross-departmental and cross-regional data sharing to form an efficient collaborative governance service system through online and offline linkage.

When promoting online and offline social governance systems, it is necessary to pay attention to digital inclusion and focus on the Internet usage need of vulnerable groups. By optimizing the online service interface, it can be simple and easy to operate, thus reducing the threshold for vulnerable groups to enjoy online services, and avoiding the effect of collaborative governance due to operational difficulties. For example, Beijing scenic spots have launched dactylology guided tour services to help the hearing-impaired visit. "The push-to-talk service for the elderly" in Shanghai provides services such as one-touch call and emergency help for the elderly, and offline manual services are retained to avoid their marginalization in the digital transformation. Such measures promote the digital transformation of social governance through online platforms, which not only improves the accessibility and convenience of public services, but also bridges the gap between vulnerable groups and the digital society, providing strong support for the modernization of social governance. In addition, online platforms should also strengthen the coordination with offline governance by optimizing the internal governance mechanism, and form a social governance pattern of co-construction, co-governance and sharing. Through the "Internet plus government services" model, the digital transformation of public services can be realized, and the supply capacity and governance efficiency of public services can be improved. For example, the

implementation of “one-stop online government services” in many places integrates online and offline resources, optimizes service processes, and achieves efficient coordination of government services. This model not only improves the efficiency of government services, but also helps people solve the problem of time-consuming and laborious affair handling through data sharing and business collaboration.

2.2 Strengthen the Function of Online and Offline Collaborative Social Governance to Build a Networked Social Governance System

In order to build a networked and systematic social governance system and strengthen the function of online and offline collaborative governance, the government needs to use modern scientific and technological means to promote the information transformation of social governance. Specifically, the traditional working methods of the stability maintenance department should be transformed into automation and systematization, and the modernization level of stability maintenance work should be improved through information means. At the same time, the government needs to speed up the transmission of information, achieve the high efficiency of conveying orders and feedback, reduce the cost of information transmission, and save manpower, material and financial resources. For example, the stability maintenance department in a city used to rely mainly on manual visits and paper reports to collect information, which was inefficient and error-prone. Now, it has introduced a “stability information management system”. Through the online platform of this system, grassroots staff can upload information in real time. The system can automatically classify, analyze and push the information to the relevant departments. For example, Shijiazhuang has integrated multiple types of grid resources such as party construction, comprehensive governance and urban management to build a “5+N” grid service management work system through the “networked and intelligence” model, and has realized a five-level information collection, transmission, circulation and disposal work chain of city, district, town, community and grid. This model not only improves the refinement and dynamic level of social governance, but also realizes multi-departmental data sharing and interconnection through intelligent upgrading, effectively guarantees the full grasp of social conditions and public opinions, and provides strong support for the protection of citizens’ rights and interests and social fairness and justice. In addition, it must simplify the administrative operation links and procedures, and promote the information construction of stability maintenance work, so as to use informatization to lead the modernization of stability maintenance work. From the perspective of the structure of the social governance system, the Chinese government starts from multiple levels and multi-dimensions to build a multi-level, all-round and three-dimensional social governance network that adapts to the development of the times, which provides an important guarantee for Chinese-style modernization. For example, the “shared court” in Zhejiang Province, relying on the digital platform, extends judicial services to towns and villages, and builds a legal service network covering urban and rural areas through online filing and online litigation functions, which becomes an important fulcrum for grassroots governance. These practices show that optimizing various processes in actual work by means of information technology and strengthening the online and offline synergistic social governance functions can promote the improvement of the quality and efficiency of social governance and provide a solid guarantee for Chinese-style modernization.

In addition, it integrates functions such as natural resources, urban management and market supervision, and realizes the transformation from “individual combat” to “joint combat” through online and offline collaborative governance, thus significantly improving law enforcement effectiveness and governance efficiency. This reform not only solves the problem of mismatch between power and responsibility in townships, but also enhanced the capacity of governance at the grassroots level, providing a strong guarantee for improving the quality and efficiency of social governance.

It should be noted that social governance should be regarded as an organic, linked and systematic whole, and the content, fields, institutional mechanisms and key areas of social governance should be reconstructed. Through the construction of a networked social governance system, it constantly adapts to the development needs of society in the new era, and gives full play to the key roles of online and offline elements to promote the improvement of the quality and efficiency of overall social governance.

2.3 Broaden the Field of Social Governance through Internet Platforms to Help Improve the Quality and Efficiency of Social Governance

First, it should strengthen the guidance of party building and the integration of resources. With the party organizations as the core, the interconnection and interaction mechanism can be improved, the combination of grassroots party organizations with autonomy, rule of law and rule of virtue can be promoted, and a “one core and three governance” governance system can be built. The departmental barriers should be broke, and human resources, material resources, spiritual resources and information resources should be integrated to avoid “information islands”, realize the sharing of grassroots data, and provide accurate support for governance. A digital party and masses service system can be

constructed, and a comprehensive information platform for public sentiment that combines online and offline can be built, so as to provide convenient channels for the masses to participate, achieve efficient circulation and rapid management of governance activities, effectively broaden the field of social governance, and achieve high-quality online and offline governance. Secondly, it is necessary to strengthen the construction of intelligent infrastructure, lay out technologies such as the Internet of Things and wireless networks, to promote the integration of government data and social data, and realize the interconnection of data. It not only improves the scientific and collaborative nature of social governance, but also provides data support for accurate decision-making. At the same time, big data and artificial intelligence technology can be used to improve the scientific nature of decision-making and the risk warning ability. Finally, it must improve the grassroots smart governance capacity, promote the construction of smart communities, and use information technology to simplify work processes, which provides important guidance for building a social governance system that integrates online and offline, and improving the quality and efficiency of social governance.

3 Conclusion

Promoting the improvement of the quality and efficiency of social governance is a key measure to enhance the modernization of national governance. Through continuous optimization of the social governance system, social security and stability can be effectively maintained, social fairness and justice can be promoted, and people's happiness and satisfaction can be significantly improved. At the same time, improving the level of public services and building a social governance pattern of co-governance and sharing are not only inevitable requirements to meet the people's aspirations for a better life, but also important goals to realize the modernization of social governance. Relevant departments should take active actions to promote the digital transformation of social governance, break through the limitations of time and space through the application of online platforms, and realize the rapid flow of information and the efficient allocation of resources. With the help of the Internet, departments can broaden the field of governance, extend governance to all aspects of society, and ensure the comprehensiveness and precision of governance. In this process, it is crucial to give full play to the coordination and cooperation among various elements of social governance. It should pay attention to the positive interaction of multiple subjects such as the government, society and the public, form a governance force that works cooperatively and efficiently online and offline, and promote the improvement of the quality and efficiency of social governance, thus providing a solid guarantee for social stability and the long-term peace and stability of the country.

About the Author

Sima Ming (1988.5-), Male, Han Nationality, Luoyang, Henan Province, Master, Teaching Assistant at the School of Marxism, Luoyang Normal University. Direction of Research: Public Management.

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